

DANIELLE VAN LERBERG

BUSINESS DEVELOPMENT. BRANDING. SOCIAL MEDIA & WEB STRATEGY



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PROFILE

I am a client success advocate with six years of administrative support experience and a Master of Art's degree from Azusa Pacific University. I enjoy art, graphic design, and learning new skills.

EDUCATION

AZUSA PACIFIC UNIVERSITY

M.A. IN ORGANIZATIONAL DEVELOPMENT

AZUSA PACIFIC UNIVERSITY

B.S. IN LEADERSHIP & ORG. STUDIES

SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

MICROSOFT OFFICE

TECHNICAL WRITING

COPY WRITING

CONVERSATIONAL FRENCH

LEADERSHIP

QUICKBOOKS

PEOPLESOFT

G-SUITE

EXPERIENCE

PERSONAL ASSISTANT (TEMP) | FICTION NOVELIST | FEB. 2018- PRESENT

Transcriber

- Typed and edited 400 manuscript for basic grammar and spelling.

Assistant

- Made arrangements for long-distance and long-term travel for a family of two.
- Managed home office (purchased supplies, interviewed, wrote an Operating Procedure manual); created expense reports; tracked home office spending expenditures.
- Made connections with publishing companies, writing agents, and creative agents.
- Created marketing budget;
- Created marketing calendar;
- Ran business related and personal errands, including; depositing checks, paying bills, and picking up children when needed.

MAGENTA BUSINESS SOLUTIONS | PROJECT MANAGER | DEC. 2016-FEB. 2018

Coordinator

- Coordinated the timely completion of all tasks related to: advertising, marketing, branding, staffing, and technology augmentation;
- Creative lead on all projects related to marketing, social media, packaging design, product design, and merchandise design;
- Planned marketing and social media calendars for six different businesses at once;
- Researched and implemented project management software (Basecamp);
- Made purchases on behalf of six different retailers in Los Angeles;
- Planned budget, tracked expenses, and created invoicing materials using Quickbooks.

HR Associate

- Consulted with business to interpret their staffing needs;
- Coordinated staff recruiting for six different retail businesses around Los Angeles and Orange County;
- Wrote SOPs for all six retail facilities;
- Interviewed and placed retail managers, associates, and warehouse employees;
- Maintained HRM and applicant tracking databases
- Researched and implemented employee time keeping software;

CALIFORNIA ENERGY DESIGNS | EXECUTIVE ASSISTANT | OCT. 2015- DEC. 2016

Web Designer & Graphic Designer

- Created brochures and marketing material for the firm.
- Shot and edited employee portraits;
- Shot and edited work site photos.
- Created California Energy Designs website; Californiaenergydesigns.com

Assistant

- Made travel arrangements for CEO and engineers (conventions and other travel).
- Managed LinkedIn presence and several email inboxes.
- Represented CED on college campuses and at career fairs;
- Delivered building plans to Los Angeles, Beverly Hills, and Van Nuys City Halls;
- Deposited checks;
- Processed payroll via Paychex;
- Created invoicing material, tracked accounts payable and receivable via Quickbooks.

WORLD WIDE AEROS | PUBLIC RELATIONS INTERN | JULY 2014-SEPT. 2015

Communications Assistant

- Curated and created content for Aero's social media channels (Twitter, Facebook, and YouTube);
- Launched internal and external newsletters via Constant Contact and Mailchimp;
- Planned demonstration event with Cal Fire resulting in the purchase of a \$50,000 airship;
- Wrote press releases and contacted local news outlets.

Web Design Assistant

- Assisted in the Design of new NADATS tactical gear website (Wordpress).

UNIVERSITY OF MIAMI | FITNESS PROGRAM MANAGER | AUG. 2012- MAY 2014

Scheduler

- Develop and group fitness class schedule;
- Manage multi-purpose room reservations;
- Appointment-setter for sports lab;
- Manage appointment requests through Mindbody Software.

Manager

- Keyholder for Herbert Wellness Center and all group fitness rooms;
- Recruit sports lab participants and interpret their fitness objectives;
- Recruit group fitness class participants.